Dr. Louis A. Warren, 4S
Dir. Lincoln Nat'l Life Foundation 71

NEW ITEMS—Lincoln paper weight featuring a bronze Lincoln medallion molded in transparent plastic with black base, $2.20.

New Lincoln books by Herndon, 90¢; Judson, $2.10; Harnsberger, $3.00; Koral, 90¢; Lorant, $3.50.

Gavel made from wood grown on Lincoln birthplace farm, 65¢.

FEBRUARY IS LINCOLN MONTH

LINCOLN LIFE representatives have unusual opportunities for developing wider, more useful personal contacts in February through the use of Lincoln displays, co-operative purchase items, books and other Lincoln material. This *Message* describes ways in which you, the **Lincoln** representative, can secure publicity and make worth-while contacts. You can —

1. Secure newspaper and radio publicity.
2. Use Lincoln displays.
3. Work with the schools.
4. Contact program chairmen.
5. Cement your regular contacts.

NEWSPAPERS, TV AND RADIO

Newspaper editors and TV and radio station program directors are good people to know. They work with media that reach large numbers of people in your community. Available to you is a compilation* of interesting, unusual facts about Abraham Lincoln which can be used in many ways. It is tailor-made for the feature editor or program director who wants to present some little-known facts about Lincoln on February 12. Here is another interesting possibility. Some papers feature local columnists who present unusual facts about interesting people in the community. Perhaps you can qualify as a subject for one of these columnists by providing him with little-known facts about Lincoln. Then he can refer to you as the man who provided the information, etc.

*Can be ordered from Agency-Supply. No cost.

You have much other Lincoln material — four Lincoln speeches, fifteen Lincoln leaflets, many authoritative booklets and a Lincoln questionnaire listing answers to 100 questions most often asked about Lincoln. Even more important, you can secure direct from the Lincoln Foundation authoritative answers to many unusual Lincoln questions. Dr. Warren has Lincoln information catalogued in more than 3500 subject classifications and is ready to help you establish yourself as the center of Lincoln information in your community.

THE SCHOOLS

Many Lincoln representatives have successfully promoted Lincoln essay contests and Gettysburg Address recitation contests in the schools. These contests, which can be held every year, afford excellent opportunities for making desirable contacts. Lincoln items such as books, busts, and bookends make desirable prizes for the winners, and Gettysburg Address facsimiles are welcomed by each pupil taking part. Also available are mimeographed copies of a school playlet which you can sponsor. It is entitled, "Why Lincoln Grew A Beard." In working with the schools you not only contact teachers who themselves are good life insurance prospects, but the door is also opened for you to contact the children's families.

Mimeographed copies of the playlet as well as instruction sheets for sponsoring an essay contest may be ordered on requisition Form 749L.

PROGRAM CHAIRMEN

Republican organizations frequently sponsor Lincoln Day meetings, and luncheon clubs, business colleges, women's clubs, veterans organizations, schools, and churches — among others — will be arranging Lincoln programs in February. You can make valuable contacts while helping the program chairmen prepare for these events. Or you can gain considerable prestige and publicity by delivering such a talk yourself. You have available four Lincoln speeches suitable for delivery before general audiences. The titles are: "Lincoln's Early Vocations," "Lincoln the Prairie Lawyer," "Lincoln the Patriot," and "Abraham Lincoln, Commander-in-Chief."

At these meetings you could also distribute some inexpensive but highly-valued Lincoln mementoes: The facsimile Gettysburg Address, the famous Bixby letter in Lincoln's handwriting, the small black and white Brady photographs (Form 1966), Lincoln leaflets (15 subjects), Lincoln booklets, or a full-color Lincoln portrait (3

Lincoln Cabin Display (complete) **$2.50**
Placards only (per set) ..... **.75**

LINCOLN DISPLAYS

Pictured in this *Message* are six Lincoln displays which have proved to be highly effective in securing publicity. They vary in size and style and can be adapted to a wide variety of uses. They can be placed in:

1. Store windows, large and small.
2. Lobbies of office buildings, banks, hotels, theaters, large restaurants, and post offices.
3. Booths at fairs, merchandising shows, etc.
4. Book or picture sections of department stores.
5. Public libraries, universities, business colleges, schools, public buildings, lodge rooms, and clubs.
6. Private and public museums.
7. Lincoln Day meetings.

Note: Space for your own imprint is provided with each display. You can arrange to have this taken care of locally.

sizes). This is the finest color picture of Lincoln available, and since LNL owns the original T. Hamilton Crawford portrait, these reproductions are available only through you.

The gavel shown on page one has several uses. Lincoln Day Meeting chairmen would be glad to establish a tradition of calling the meeting to order with a gavel made from wood grown on the Lincoln birthplace farm. You could arrange either to receive mention or to present the gavel. Other clubs, too, might like to present such a gavel each year to the incoming president.

YOUR REGULAR CONTACTS

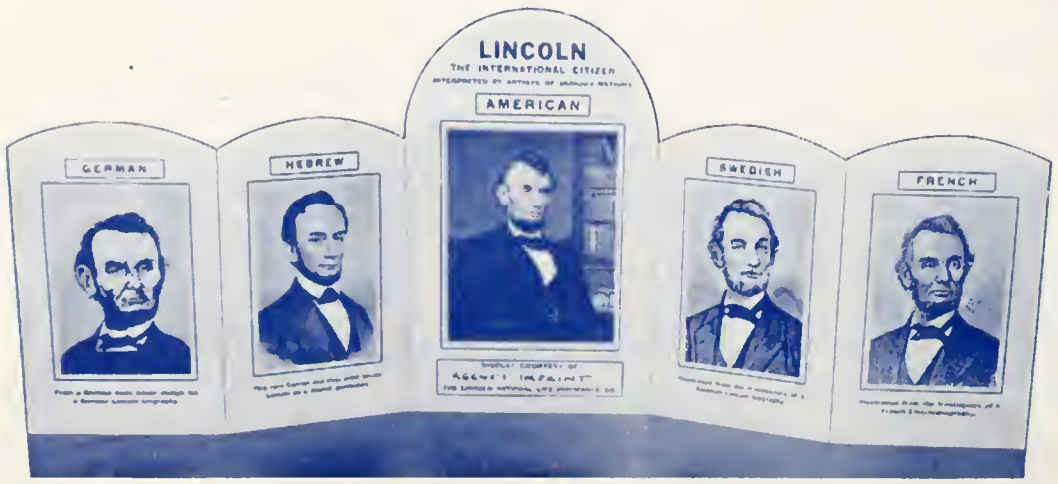
In addition to the leaflets, pictures, booklets, etc. already described, there are many other Lincoln items you can use in your regular contacts in February and throughout the year. A Lincoln book with your card enclosed makes a dignified, appropriate gift which keeps your association with **Lincoln** National Life before your clients. Available this year are several new books, pictured on the first page. Some Lincoln representatives have found it worth while to present a small Lincoln library to a school, club, or valued contact. A six-book Lincoln library is available and the total cost is only $5.50. Some of the more popular Lincoln items are shown in this *Message*. Two of these, the full-color Pyraglass Lincoln plaque and the beautiful new Lincoln paper weight are particularly appropriate for home or office. The paper weight, reproduced on page one, features a bronze Lincoln medallion molded in transparent plastic with a black base. And remember that Lincoln banks, bridge and gin rummy score pads and book matches take on added value in February because they feature the Lincoln identification. Your clients will appreciate them now, more than ever.

Lincoln Cabin Display

This exhibit which reproduces in miniature the Lincoln birthplace farm is a real attention-getter. The cabin and fence are made from wood cut on the original Lincoln farm, near Hodgenville, Kentucky. The red earth which accompanies the display also comes from Lincoln's birthplace. Designed for a space approximately 40″ x 50″, the exhibit comes to you complete with descriptive placards with space for your imprint.

The International Citizen Display

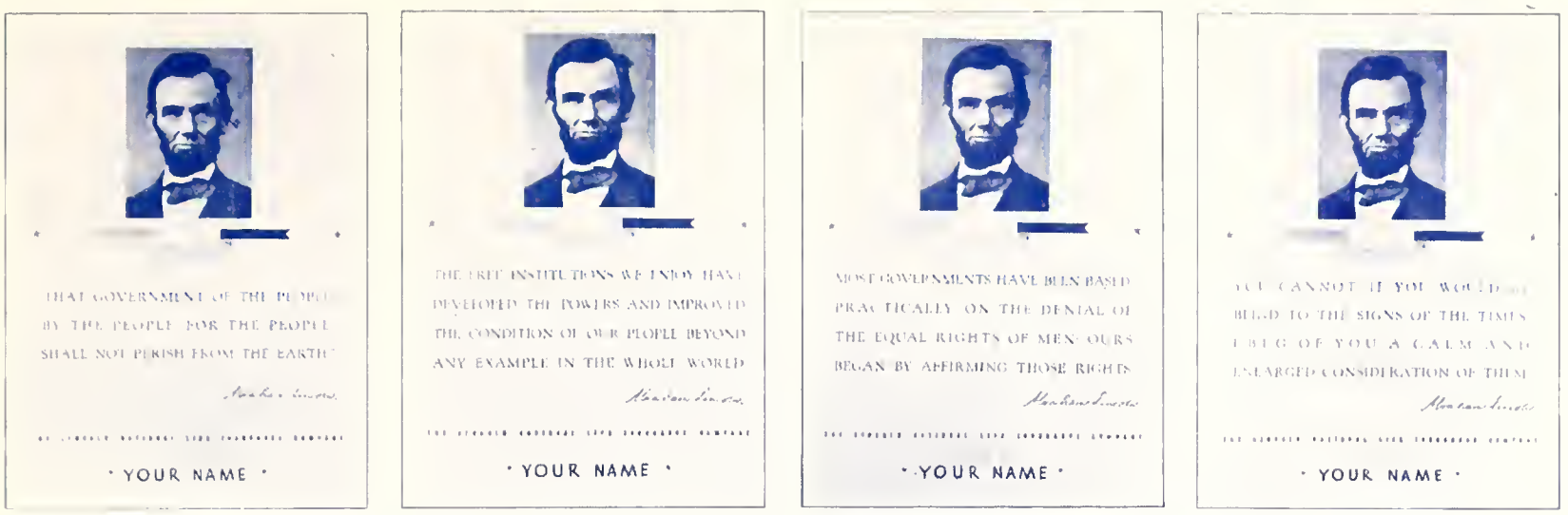
With world problems dominating the news pages and television and radio news programs, this display is par-



International Lincoln Display ..... **50¢**

These HANDS GUIDED the NATION
1861-1865
The Hands of Abraham Lincoln modeled from life by the sculptor, Volk, in 1860.
YOUR NAME HERE
THE HAND OF LINCOLN

Lincoln Hands Display **$3.00**
Placards alone (per set) ..... **.50**



The Patriotic Placards. Set of four.....50¢

ticularly appropriate now. It reproduces four portraits of Lincoln as interpreted by foreign artists who present Lincoln with the racial characteristics of the various countries. The display also carries the full-color portrait of Lincoln under which is space for your imprint. Overall size, 16″ x 40″.

Lincoln Hands Display

The hands that guide the nation were important in Civil War days. And they still are today! The Hands Display reproduces an arresting heading built around this idea, and features life-size replicas of Lincoln's hands molded in bronze-finish composition material. A descriptive card with space for your imprint and a card reproducing a poem about Lincoln's hands are included in the exhibit.

Patriotic Placards

Lincoln's declarations about our form of government are especially pertinent now. The patriotic placards feature, in addition to Lincoln's portrait, four timeless, thought-provoking statements. Printed in red, white and blue on heavy cardboard 14″ x 20″ with easel backs and space for your imprint.

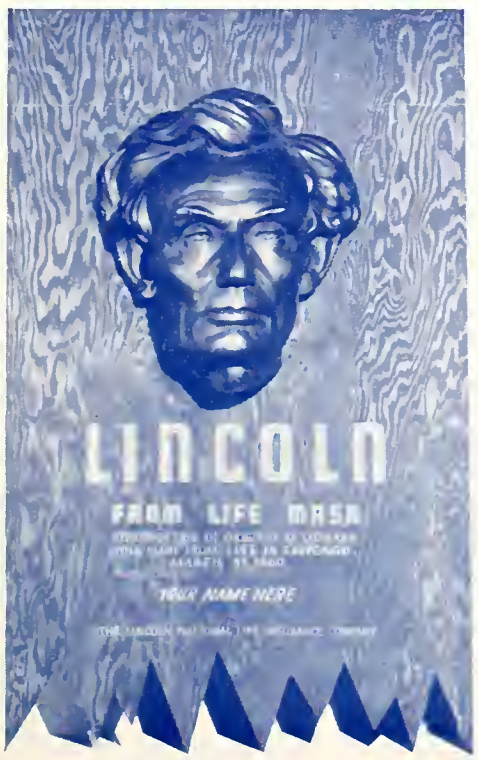
The Lincoln Head Display

This striking exhibit, suitable for walls or windows, features an impressive Lincoln head reproduced from the original life mask by Leonard Volk. It is mounted on walnut stained plywood. The background board, 18″ x 30″, contains explanatory copy and space for your imprint.

Lincoln at Gettysburg Display

Here in Lincoln's own handwriting is his immortal Gettysburg address. Also featured is the Company's famous charcoal drawing, "Lincoln at Gettysburg," by M. Leone Bracker. Reproduced in two colors, it measures 28″ x 42″, yet this entire exhibit, equipped with a demountable steel easel, comes to you in a mailing tube. The display will stand by itself or hang on a wall. Room for your imprint at the bottom. Supplementing this display, you could make available either the facsimile Gettysburg Address or the pamphlet, "Little Known Facts About the Gettysburg Address" (Form 2805).

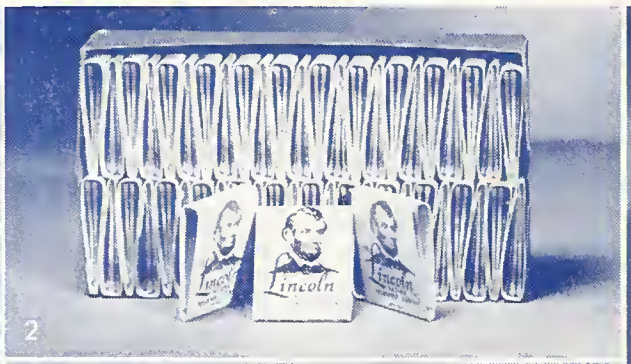
Make your Lincoln month plans early. Place your order for material as soon as possible, using the enclosed requisition. Form 749L.

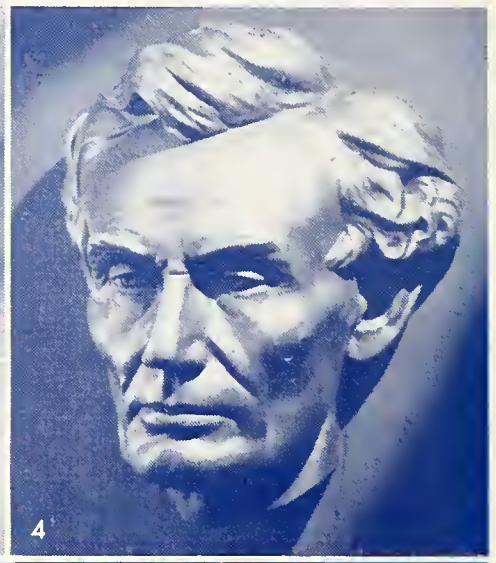


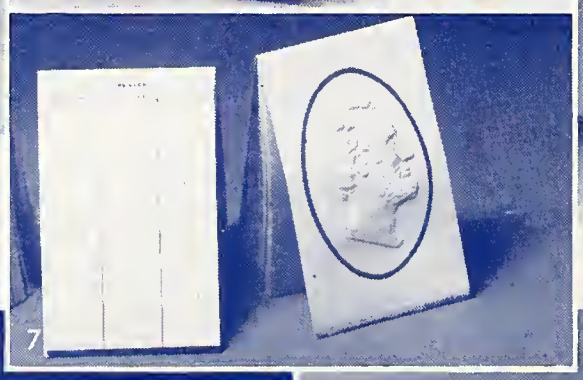
Lincoln Head Display.....$4.00

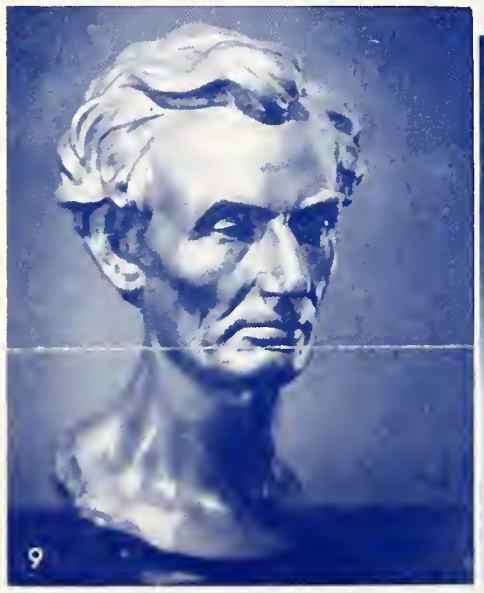
Lincoln at Gettysburg Display.....50¢

USE THESE LINCOLN ITEMS









1. Lincoln head bank $1.00
2. Book matches (imprinted) ..... 2500 books—$14.00; 5000 books—$24.75
3. Letter opener $1.00
4. Head by Volk $3.50
5. Rebeck book ends (per set) $4.50
6. Lincoln playing cards ..... Single deck — $ .60; Double deck — $1.20
7. Score pads (imprinted) ..... $.06
8. French book ends (per set) $19.50
9. Bust by Volk $8.50
10. Pyraglass plaque with base ..... $.40
11. Six-book library $5.50
12. Bust by Bastiani $2.50